



**PET Engineering**

PACKAGING INNOVATORS

*Press release*

## **TWO NEW LINES AND A PRESTIGIOUS AWARD FOR PET ENGINEERING AT DRINKTEC 2017**

**PET Engineering's packaging innovators have won the World Beverage Innovation Award for FonteVita and a great response from bottlers for Luxo e Nova Lines.**

*San Vendemiano (Treviso), 28 September* – It has been a highly satisfying **Drinktec** for PET Engineering, the Treviso-based company specialised in creative and feasible packaging solutions for the food and beverage industries. The response from bottlers to the two new Lines, Nova and Luxo, presented was first-rate.

PET Engineering's **new Luxo line** redefines the boundaries of "Premiumness" for the Horeca sector through new shapes and new finishes. This line, created based on the extensive experience of our Packaging Innovators, has three different versions: FonteVita, Queen and Erawan with a 0.75l capacity capped with **LuxCap**, a new PCO 1881 cap, developed together with the Italian company LaBrenta, which is entirely customizable in material and finishing.



FonteVita, in particular, was awarded with the **World Beverage Innovation Award**, organised by Foodbev Media, with a ceremony during the Drinktec. This award has confirmed **FonteVita** the "**Best Bottle in PET**". The jury examined 227 contenders from 33 countries divided up into 25 categories, awarding PET Engineering this important prize to supplement the ones it won for **Devin – Crystal Line** once again for the "*Best Bottle in PET*" in 2014 and **Lux** in 2016.





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FonteVita is PET Engineering's alternative to glass for the Horeca sector. With a weight of just 39 g for a 0.75l capacity, it is characterized by a shade created using multi-layer **Husky Injection Molding Systems technology**, a shape that brings to mind a flower slowly blossoming and LuxCap.

The second project presented was Nova Line. The beverage sector, particularly with regards to soft drinks, was in need of a new start after years of the same old shapes, unoriginal decorations and petal shaped bases. That's why PET Engineering created Nova, the packaging line that combines maximum freedom of design expression with the best technical performance, record-breaking resistance to stress cracking and burst and extreme light-weighting. This line has four different versions: Nouveau, CO2LA, Life and Cellar.



**PET Engineering**, a company specialising in PET packaging design and manufacturing, counts brands such as PepsiCo, Nestlé Waters, Carlsberg, Heineken, Coca Cola, AbInbev and Ferrarelle among its customer base. PET Engineering develops solutions to meet the requirements of **PET packaging for food and beverages**, representing a unique player in the market. The company's methodological approach combines **strategic design, engineering skills and research** in order to support customers throughout each phase of the packaging development process: from designing pre-forms to new packaging concepts, from prototyping pre-forms and bottles to laboratory testing, right through to the production launch phase, supplying blow moulds and providing format alteration and thread conversion services.

Winner of numerous awards, including four 'Packaging Oscars' and two World Star Awards, PET Engineering is a leading player in today's PET packaging market.

**PRESS CONTACTS**

Elisa Zanellato / e.zanellato@petengineering.com

[www.petengineering.com](http://www.petengineering.com)